



MonsterMedia, LLC

949 South Avenue B

Yuma, Arizona 85364

(928) 782-4321

MB Docket No. 16-410

Comments in Support of Proposal

Dear Madam Secretary:

MonsterMedia, LLC, licensee of Radio Stations KCYK-AM and KLJZ-FM at Yuma, Arizona hereby supports the Petition for Rulemaking filed by Sun Valley Radio, Inc. and Canyon Media Corporation seeking the modernization of the FCC's EEO rules and policies to permit broadcasters to rely upon Internet recruitment sources and on-air advertising when conducting outreach for new job openings.

The Commission's records will show that MonsterMedia has employed five or more full-time people most years since at least the Year 2005, and MonsterMedia has submitted its list of recruitment sources to the FCC within the context of FCC Form 396 during the license renewal process. MonsterMedia has also prepared its EEO Public File Report each year it was required to do so. Usually MonsterMedia lists about twenty EEO recruitment sources that it utilizes but almost always the recruitment sources that brought us job candidates were our on-air announcements and social media postings. Our newspaper ads, job bank listings and school postings rarely – if ever – brought us job candidates. Clearly most people get their information differently today than they did 5, 10 or 20 years ago. Times have changed, and we believe that the FCC's rules and policies should keep up with these changing times, too.

In light of the foregoing, MonsterMedia supports the EEO rules and policy changes that are the subject of this rulemaking proceeding.

Sincerely,

Gordon Keith Lewis
Chief Executive Officer

Dated: 1-6-17